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Centers for Disease Control and Prevention
Impact of the HD Evaluation Guidance

Marlene Glassman spoke of an ongoing project with ORC MACRO on assessment of the impact of CDC's Evaluation Guidance on health departments and their grantees. They also worked with a panel of experts. The evaluation design incorporates a case-study approach in six different health department jurisdictions. Qualitative and quantitative data will be collected, and ultimately will be analyzed to assess how planning and programming have changed as a result of implementation of the guidance. Unintended consequences will also be explored.

Initial positive impacts identified by the expert panelists and other health department staff included:

- ☐ Enhancing intervention planning
- ☐ Revised RFP's on intervention quality
- ☐ Adding CDC taxonomy so that there is standardization in reporting
- ☐ Raising the level of the quality of interventions
- ☐ Enhanced quality of interventions in general
- ☐ Enhanced communication between health department grantees and community planning groups
- ☐ Enhanced data collection and management of information systems
- ☐ Integration of CDC, state, and other evaluation requirements
- ☐ Enhanced understanding of, and commitment to, evaluation

Identified challenges in Guidance implementation included:

- ☐ Scarcity of staff and resources to carry out evaluation and to implement the Guidance
- ☐ Capacity-building in evaluation as well as data collection and management, client tracking, and other areas
- ☐ Securing buy-in from grantees
- ☐ Translating local definitions into the Guidance taxonomies and populations and interventions
- ☐ Mechanisms for client tracking
- ☐ Collecting and managing data

There are a great deal of impacts that have come about as a result of the Guidance, Dr. Glassman concluded, and they look forward to sharing the information that they gather.